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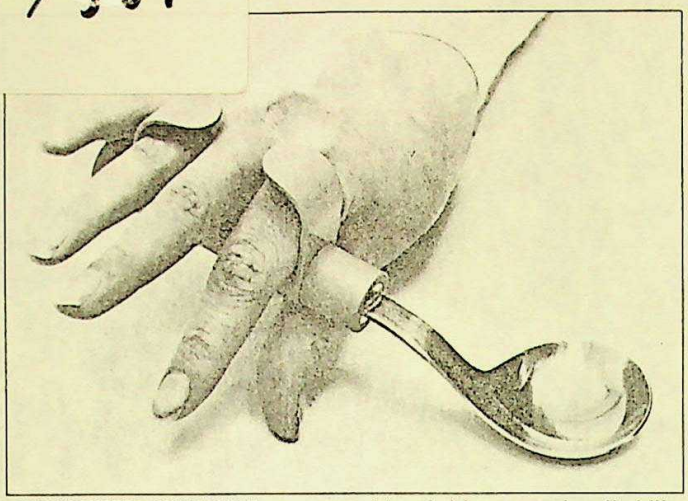
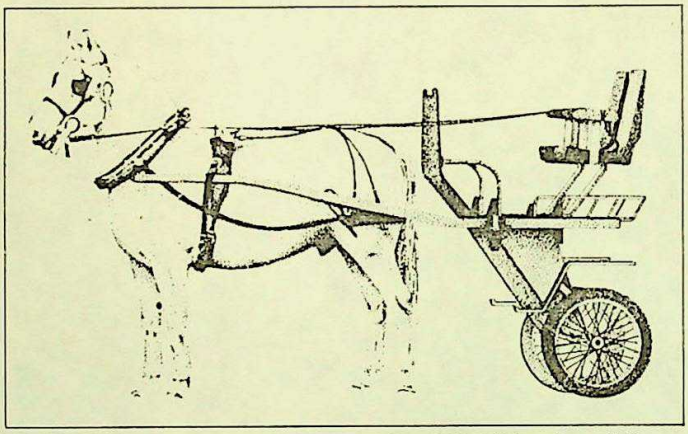
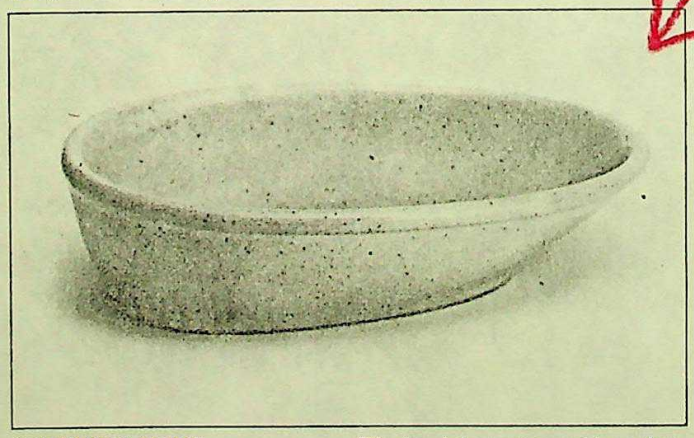


PROTOTYPE CUTLERY
This spoon is part of a range of cutlery which is being developed by Gerald Tyler at the Kilkenny Design Workshops. The concept is of a kit of components which could be assembled on a handle or snapped together like garden hose accessories. In this way, people with arthritis or any other disability that handicaps wrist movements could have a 'custom-made' set of cutlery. The metal heads would have bendable shanks and be amenable to plastics coating to protect users with a bite reflex. Kilkenny exhibited the spoon prototype at Design for Need.

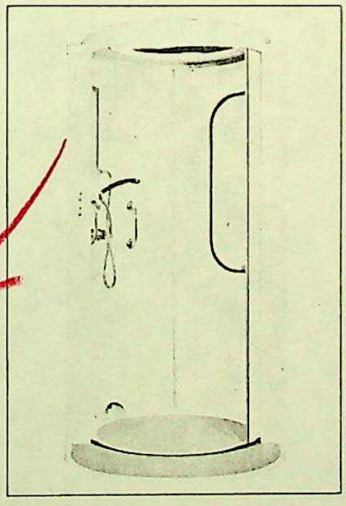


PONY GIG
Bill Morgan's gig, shown at Design for Need, could provide the innumerable pony owners in this country with a relatively cheap vehicle which would need little maintenance and need not be garaged. It can be adapted to fit ponies of 12–14½ hands, and the basic aluminium structure could be made up in any metalworking shop with basic jigging. The seats are of polypropylene; it has a sealed suspension unit and pneumatic tyres. Enquiries to 9 Manor Close, Tockington, Bristol.



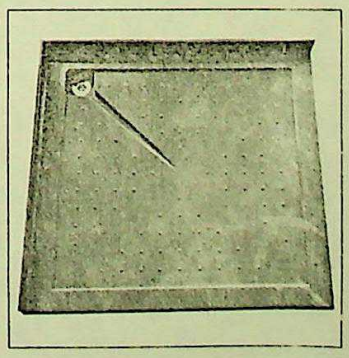
* **CERAMICS BOWL**
This stoneware bowl was developed at the Kilkenny Design Workshops by Gerald Tyler to help disabled children to eat without assistance. Although similar products exist elsewhere, they are unobtainable in Ireland. The bowl drops at one side so that it can be placed in either direction to help right- and left-handed children. It is heavy, so doesn't move around too easily. It also retains heat longer than plastics and metal. The bowl is about to go into production.

SPECIALIST CATALOGUE
Builders' merchant Nicholls & Clarke has spent the past two years evaluating available equipment for the disabled and commissioning new designs when advisers considered there was a need. The company has now issued a catalogue of almost 400 items which it will stock in future. Among them is this bidet, which at 457mm is the same height as a wheelchair. So the handicapped can transfer to it relatively easily, sitting on it in the same way as a wc pedestal and managing the water flow and temperature by means of the wall-mounted control. There is a wc unit at the same height; both are fitted with traditional wooden seats. The catalogue is available from Nicholls & Clarke at 3/10 Shoreditch High Street, London E1 6PE.



SHOWER CABIN
Another item in the Nicholls & Clarke catalogue is this shower unit by Chiltern Medical Development Ltd. It has a sliding door which opens up to enable a disabled person to wheel in in a shower chair. If they need help with washing, a second person can close the door but lean in through the radiused 'porthole'; this is a much more convenient way for the assistant to keep dry than trying to use a conventional shower curtain. The shower head can be hand held or locked at different heights on its bracket. Disabled people keep much warmer inside a shower unit than sitting in a bath, and this particular unit is in any case equally usable by the able-bodied so may prove useful in a family home where there is a disabled person.

SHOWER BASE
A cheaper solution for disabled people who would prefer a shower but could not afford something as elaborate as a Chiltern unit is this grp shower base (1200 × 1200mm). The two outer edges are set flush with the bathroom floor so that a disabled person can push him or herself onto it in a shower chair; there is ample room for manoeuvre. There is a shallow fall down to the waste outlet and a 10mm lip on the opposite sides to stop the water slopping out. It is available from Nicholls & Clarke.



edictable selection of post-war designer products . . . real fantasies for bathers

D7/57 P. 13 FEB. 1984 DESIGN

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Centennial Exhibition
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than this latest show
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ıid yawn than a thrill
itement. Its principal
ness lay, as does that of the book, with its predictability and lack of adventure. Ask any of the main protagonists of 'good design' in the design-conscious countries for a list of seminal objects from this period and I'm quite sure the variations would be minimal. We all know by now, for example, that Hans Wegner, Charles Eames, Dieter Rams, Achille Castiglioni, and a number of other 'superstars' of modern design are 'good designers'. So what? And what else is going on?

Kathryn B Hiesinger's introduction to the book hints that there might be surprises in store when she claims that design since 1945 can be summarised as the 'triumph and decline of Functionalism'. But dissappointingly, the decline is only documented in a cursory way with vague references to 'pop culture' and 'anti-design'.

The rest of the book is made up of short essays by well-known names from the international design fraternity – among them George Nelson, Niels Diffrient, Marco Zanuso, Olivier Mourgue and Hans Wegner. Some of them are interesting from a biographical point of view while others contain such profound statements as this one by George Nelson, 'to make an omelet . . . you first have to break the eggs'.

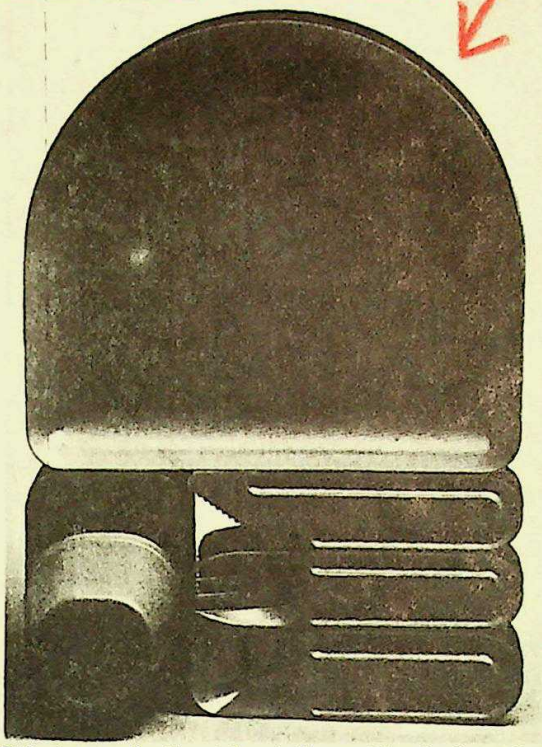
Even the usually provocative Ettore Sottsass is reduced *ad absurdum* by being given such little space in which to express himself and is left mouthing such vague generalisations as 'to me design is a way of discussing life'.

The only really stimulating essay is provided by the sociologist Herbert J Gans, which seems to confirm one's suspicions that designers may not always be the best people to talk about design.

Gans takes one step back from what he calls the 'culture of good design' to attempt an analysis of how this phenomenon is dependent upon the concept of upper middle class aestheticised taste.

Design Since 1945 is in essence only about one sort of design: the sort that has filled the glossy magazines, design exhibition spaces and upmarket retail outlets since the war. It is *not* about design as a popular concept which affects the whole environment and which has determined the contemporary landscape we all inhabit. It simply and predictably adds yet another seal of approval to exclusive objects that have already been approved many times over. As such it takes no risks.

Even the inclusion of Memphis and Daniel Weil's transparent radio does not amount to a gamble.



Post-war plastics: (above) disposable picnic set by Vitrac; (far left) fan designed by Marco Zanuso

ıshing in le but not safety

lyn Chapman
ews *Beyond The : A Dreamer's e* by Thomas
an (Columbus
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title suggests,
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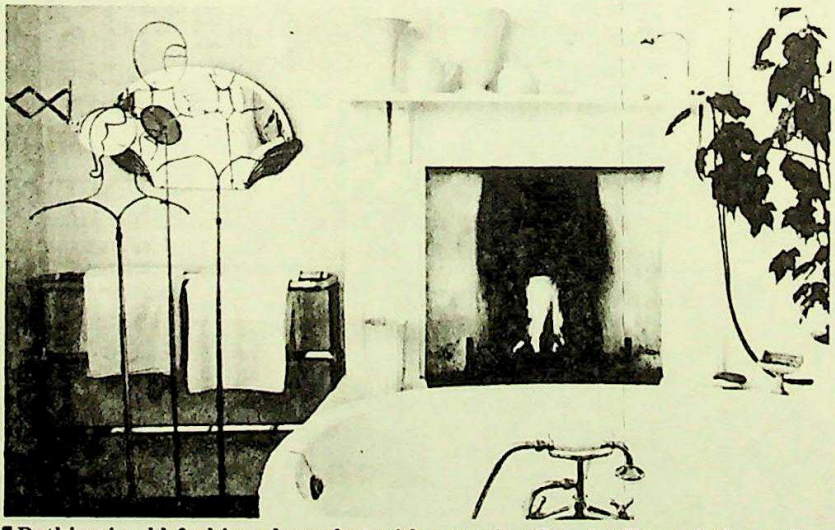

Liesa Siegelmann

Bathing in old-fashioned comfort with a roaring fire, Art Deco clothes rails, and an array of white English pottery on hand

British bathroom electronically would mean installing de-humidifiers and adapting gadgets with low-voltage transformers – or storing them behind some remote-controlled specially insulated glass good alternative nurseries – a point many a mother would disagree with, having had recourse to an emergency plumbing service.

But despite the author's lack of safety concern some complementary built-in chaise longue will probably go on inspiring long after the last of today's grp tubs have sunk below their carpeted wedding-cake platforms.

Other bathstyles Cowan

Then there's the gymnast's bathroom, presumably for health fanatics. Here, macho, chromed exercise machinery mingles with cocktail bars and the 'home media centre'.

There's no end to bathroom ingenuity. Every situation can be covered: timber tubs can be fitted on roof tops; Japanese tiled tubs can be sunk into conservatory floors and screened off from jungle gardens. There is even 'pastoral high tech' where exposed pipework is colour-coded according to function. And rusticity is an old dresser, windows with a 'field view', the unadorned frames picked out in green gloss paint.

So much for the book's mind-blowing illustration. The accompanying prose, apart from its potted bath history, is almost guaranteed to set any literary teeth on edge.

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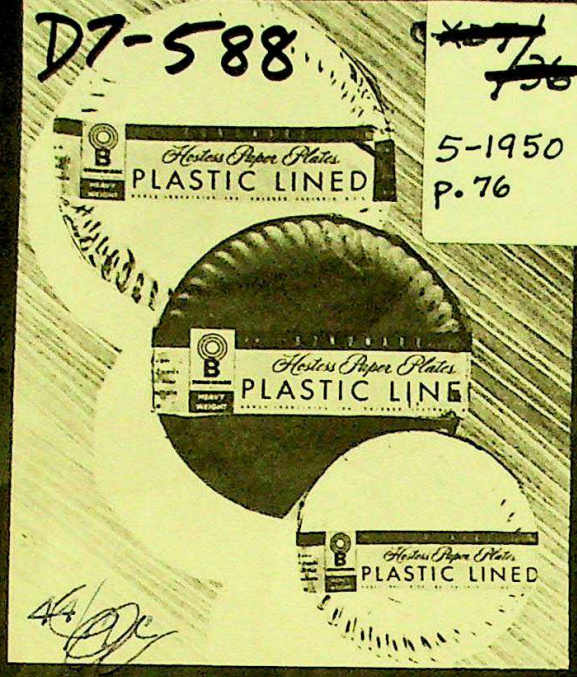
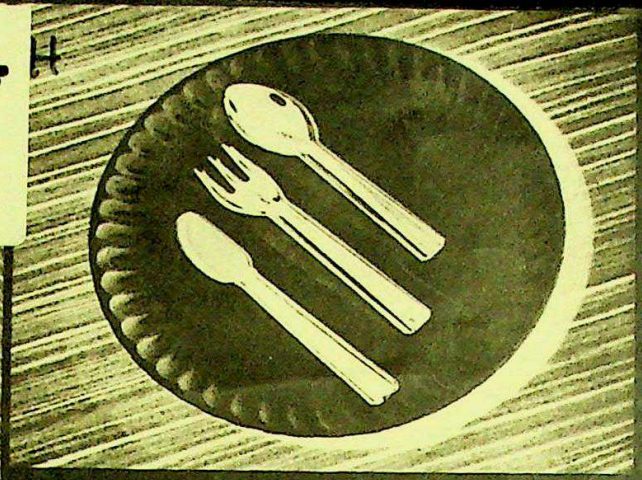
5-1950
p. 76





Paper-plastic plate is produced by machine coating a protective film of thermosetting material over solid manila board

Resin-coated plates are offered in chartreuse or deep burgundy shades. Three diameters available are 9 in., 8 in., and 6 inches

Paper-Plastic Plates

TWO of the worst handicaps of ordinary paper plates—their tendency to soak up oily foods and inability to withstand cutting foods with a knife—have been overcome in a new type of plate combining plastic and paper. Bondware Hostess plastic-surfaced plates, developed by Bowes Industries, Inc., Chicago, Ill., utilize a protective film of heat-resistant thermosetting material over heavy-weight solid manila board to achieve the desired result. The non-brittle coating of these plates is even impervious to damage by boiling water.

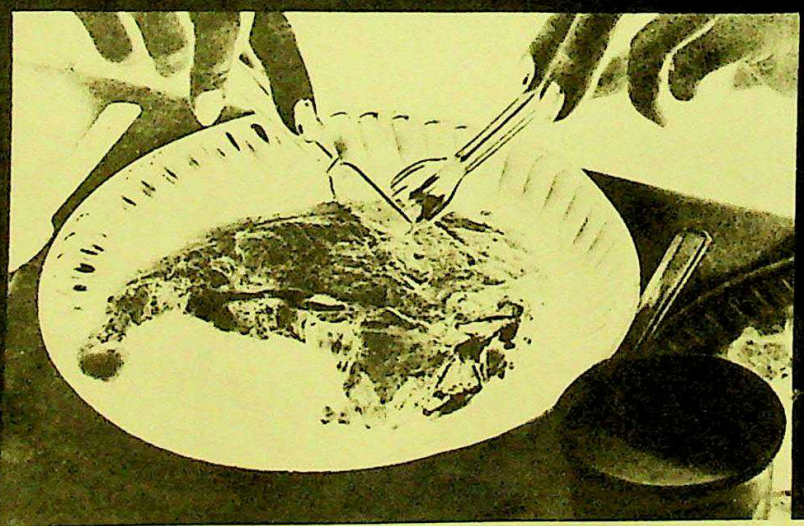
Available in three sizes—dinner plates, 9 in. in diameter; 8-in. luncheon plates; and 6-in. dessert or salad plates—the new tableware is offered in either chartreuse or deep burgundy shades. The color is in the resin coating in the surface.

In its new plastic-paper plate, Bowes offers a coating that is not only impervious to foods but also inert, so that foods will not chemically affect the coating surface. Further, the coating is tasteless, odorless, harmless, and smooth.

The substance ultimately chosen for the coating is a combination of thermosetting materials identified by Bowes as "Impervium", which is machine coated on the paper stock prior to the plate-forming operation. In the manufacturing process, the plates are shaped in metal dies at a temperature of 450° F. The plastic coating is applied to the stock in the thinnest practicable continuous film which averages around 1 mil in thickness. Care is taken to avoid pinholes which would allow grease to seep into the board stock.

The plates are packed in clear cellophane with a descriptive band label. Although retailing at approximately twice the price of regular paper plates, repeat sales and mounting volume indicate consumer willingness to pay for the extra value. The plates have received particularly favorable receptions in institutions requiring mass feeding.

Heat-resistant resin coating will not soak up grease—is tasteless, odorless, and chemically impervious to food. Plates will also withstand cutting



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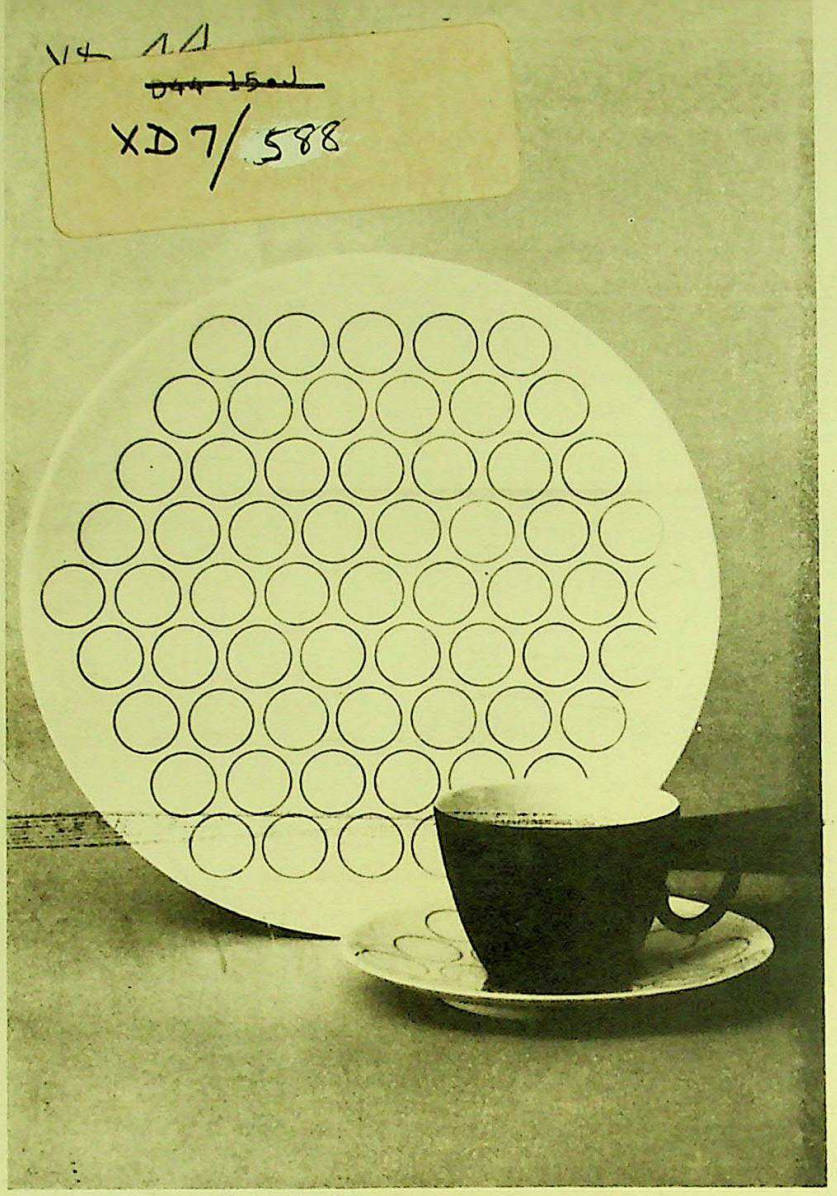

3. Chinaware, *Rosenthal-Block China Corp.*

Dinnerware and Glass

1. Metlox, California "Tempo" earthenware—an example of the "back to earthiness" movement in American dinnerware—comes in satin matte finish of dark brown walnut with beige, blue, gold, terra cotta, or olive applied on inside surfaces. *Designer: Allen-Shaw Associates.*

2. Brookpart "Blue Crystals" melamine dinnerware makes use of the squared shape, carrying it out in the cup and its asymmetrical handle. The new pattern is just whimsical enough not to be cute. *Designer: Joan Lutz.*

3. Rosenthal-Block "Circles" dinnerware of feldspathic china—high fired, more break-resistant than fine china but still in the same category. The new pattern's thin-line black circles on white go with charcoal matte exteriors of existing cups. Blunt, loopy quality of handles complements the circles. *Designer: Raymond Loewy William Snaith, Inc.*

4. Orrefors "Rhapsody" stemware, notable for the grace and restraint of its straight-sided tulip shape, comes in smoky grey as well as clear crystal. *Staff design: Sven Palmqvist.*

5. Marshall Studios hand-finished stoneware comes in a variety of glazes, retains the pleasing look of pottery, and is not much thicker than fine china. New pattern swirls glaze into glaze; no two pieces match, but they make a family. *Staff design: Jane and Gordon Martz.*

6. Texas-Ware "Viva" made by Plastics Manufacturing Company of melamine has color on the inside of bowls and cups while the outsides and flat pieces are tint white. Shapes are good and simple (particularly the bowl), and colors are strong and clear—royal blue, burnt orange, ochre yellow, kelly green. *Staff design: W. Lloyd Cone, Jr.*

6. Melamine *Plastics Mfg. Co.*

INDUSTRIAL DESIGN
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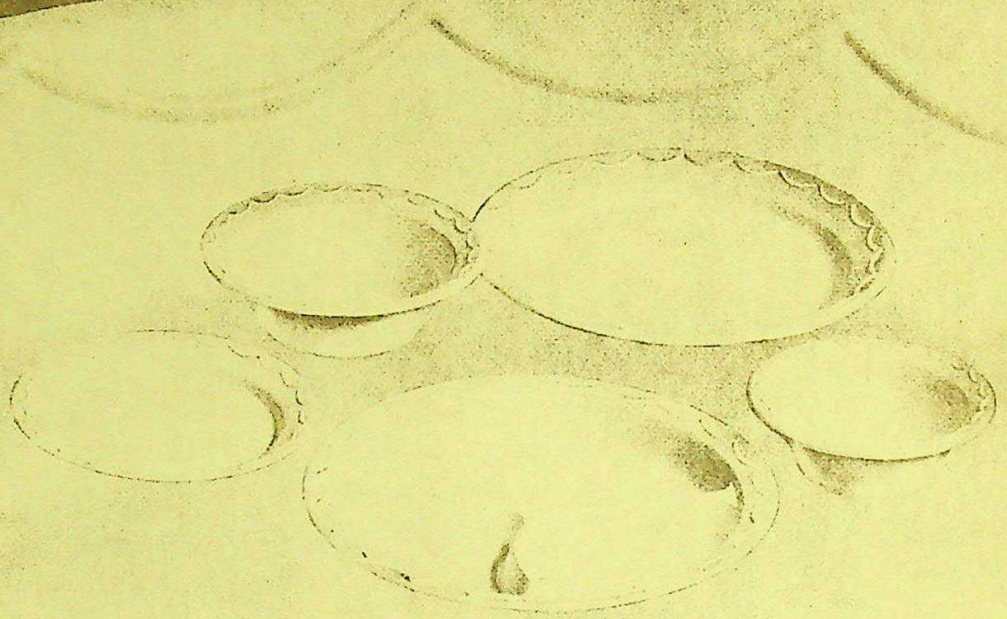
1970

The Year Polytherm Makes Waves



Polytherm's 1970 line of disposables is designed to rock the market. Why? Because Polytherm has developed a beautiful, low cost, sturdy, easily-stored* disposable service made of high-impact polystyrene. Its superior feel and look is so close to china, it was almost called "Hong Kong." But instead, another name was decided on ...one that corresponds to its rank. THE ARISTOCRAT.

Right now, THE ARISTOCRAT with its matched set look comes in five sizes: the dinner plate, the compartmented plate, the soup bowl, the dessert dish, and the bread and butter plate—the latter doubling as a bowl cover.

1970 — The Year of The Aristocrat. Send for samples. (Make waves.)

* All shipping cartons are color-coded, with an illustration of the product right on the carton for easy order filling.

Aristocrat®

Polytherm Plastics
A division of Republic Corporation
Republic Plaza, Middletown, New York 10940

Please rush me samples of THE ARISTOCRAT

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
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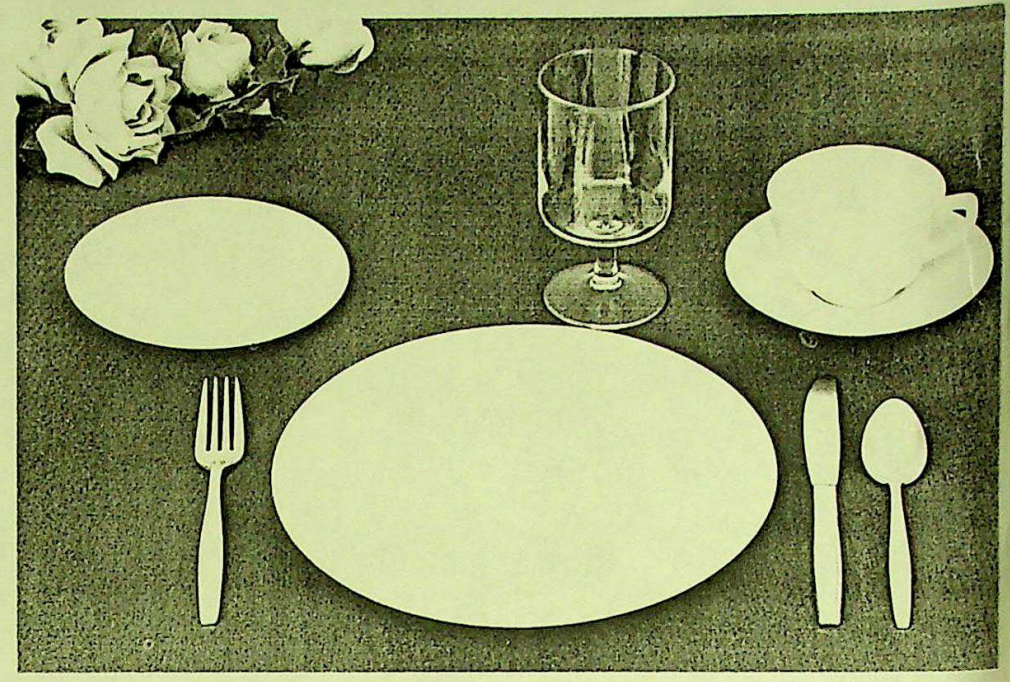
CIRCLE 17 ON READER REPLY CARD

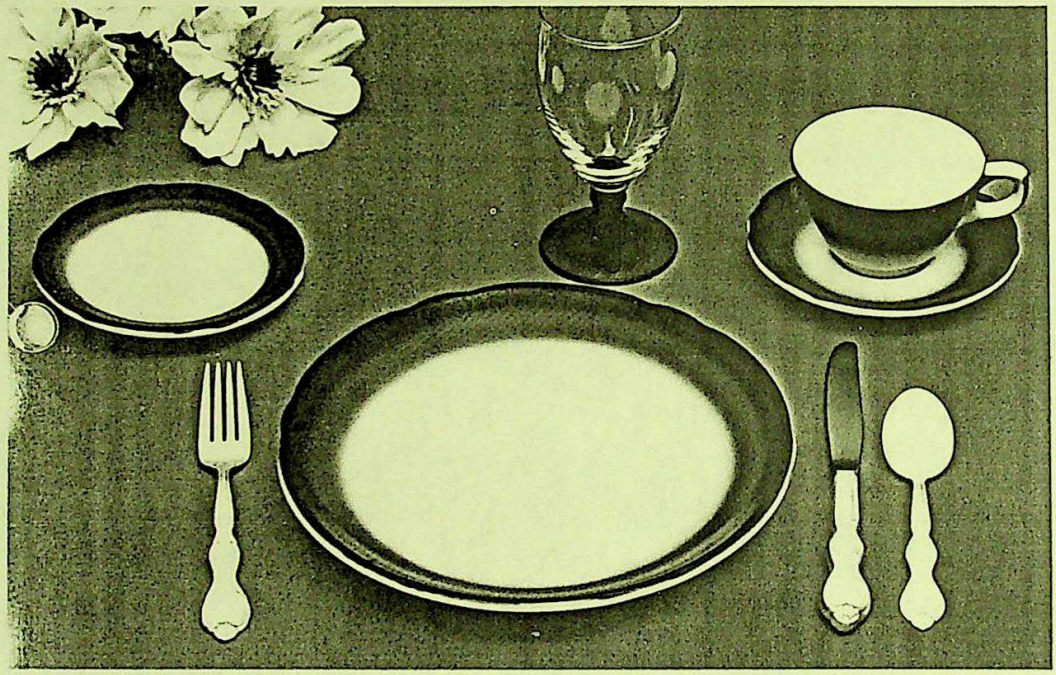
INSTITUTIONS MAGAZINE

D7/588

SWIRL WHITE

Bouillons U/H Swirl 7½ oz.
Dishes (Platters) Swirl #8 – 11-5/8"
Fruits Swirl #3½ – 4-5/8"
Grapefruits Swirl #1 – 6-7/8"
Plates Swirl #3 – 5-5/8"
Plates Swirl #4 – 6¼"
Plates Swirl #5 – 7¼"
Plates Swirl #7 – 9-3/16"
Plates Swirl #8 – 9-7/8"
Plates Swirl #10 – 10-5/16"
Tea Cups Swirl 7½ oz.
Tea Saucers Swirl 5-7/8"





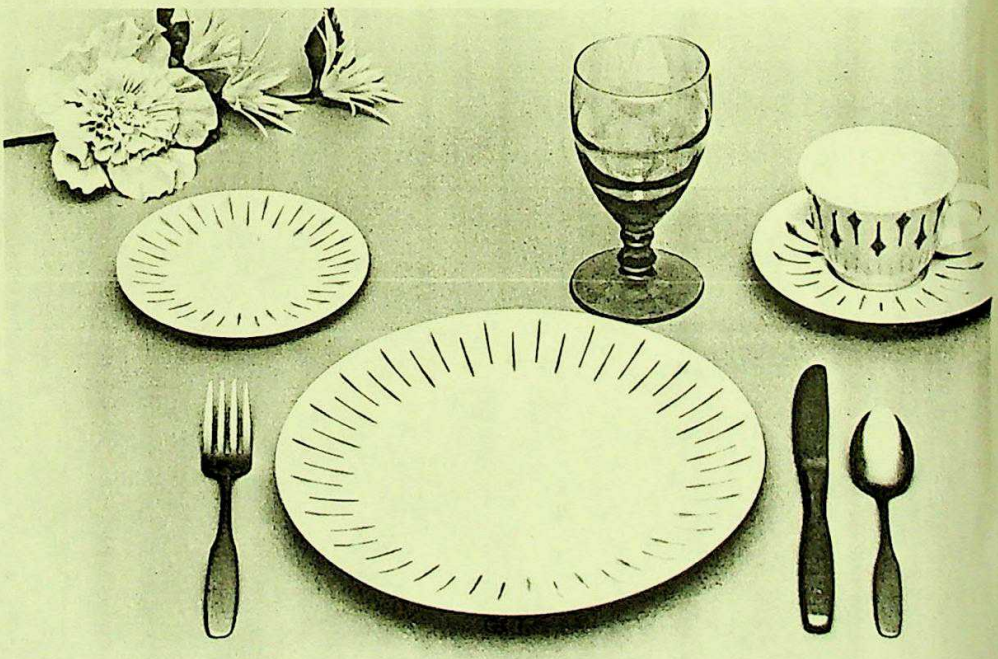
VELVET

Bouillons U/H Bellford 7 oz.
Dishes (Platters) Carlton #7 – 10¼"
Dishes (Platters) Carlton #8 – 11½"
Dishes (Platters) Carlton #9 – 12½"
Fruits Carlton #4 – 4-7/8"
Grapefruits Carlton #1 – 6¼"
Plates Ritz #3 – 5-5/8"
Plates Ritz #4 – 6½"
Plates Ritz #5 – 7-3/8"
Plates Ritz #7 – 9"
Plates Ritz #8 – 9-7/8"
Plates Ritz #10 – 10-3/8"
Tea Cups Bellford 7 oz.
Tea Saucers Carlton 5¾"

JACKSON CHINA
6/27/1972

ELITE

Bouillons U/H Tulip 8 oz.
Dishes (Platters) NR #6 – 9¾"
Dishes (Platters) NR #7 – 10¾"
Dishes (Platters) NR #8 – 11-3/8"
Fruits NR #4 – 4-7/8"
Grapefruits RE #1 – 6¼"
Plates Roosevelt #3 – 5¾"
Plates Roosevelt #4 – 6½"
Plates Roosevelt #5 – 7-3/8"
Plates Roosevelt #7 – 9-1/8"
Plates Roosevelt #8 – 9¾"
Plates Roosevelt #10 – 10-3/8"
Tea Cups Boston 7 oz.
Tea Cups K&T 7½ oz.
Tea Cups Seneca 7 oz.
Tea Saucers Vernon 5-5/8"



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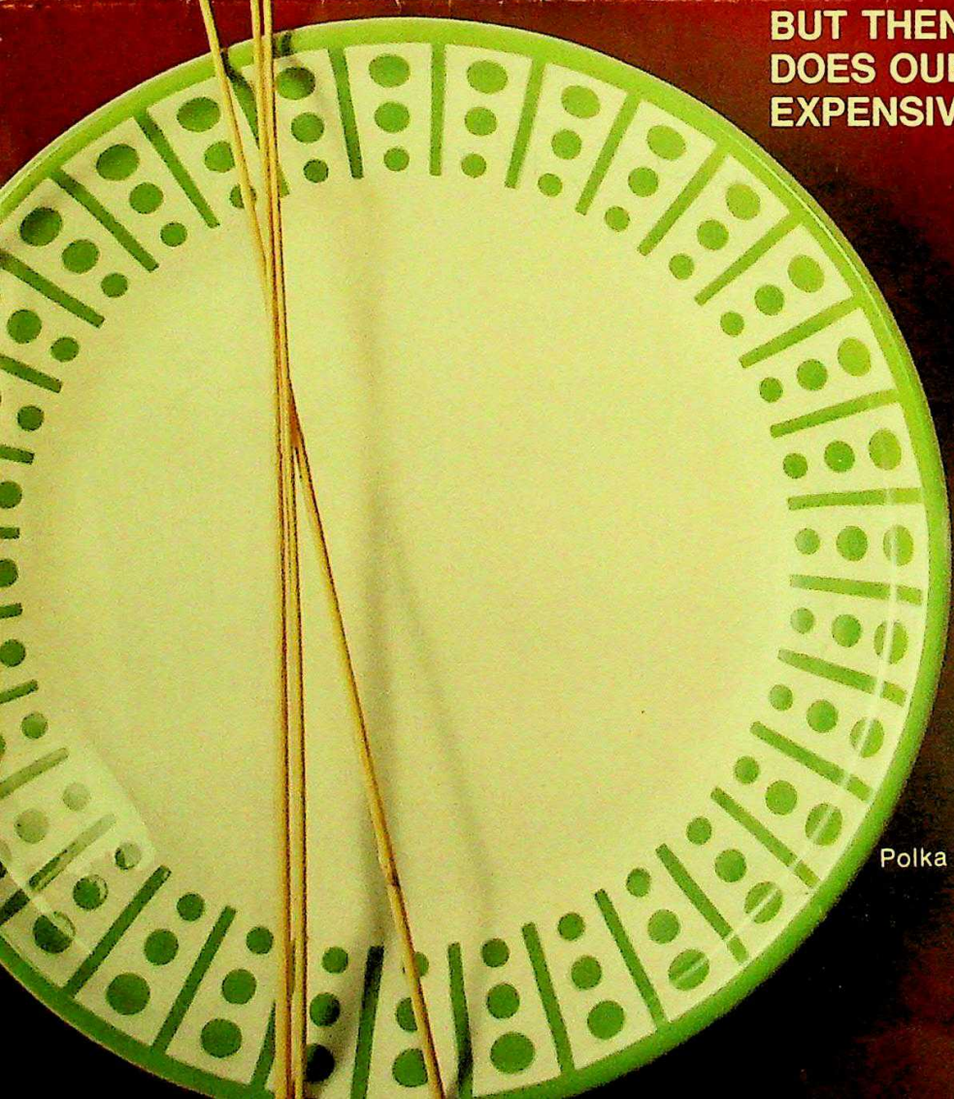
Blue Contessa



Polka

You've probably thought all this time that Jackson makes only the most expensive China. That's because every Jackson piece is designed and hand-crafted with skill, the best materials and loving care.

The fact is that Jackson makes expensive looking, exquisite China in *all* price ranges. No matter what you pay for Jackson, you're sure that you're getting the best.

Variety of design and shape is just one of our stocks in trade.

The fine clay and superior glazes combined with old-fashioned hand-craftsmanship make Jackson the ultimate in tabletop decor.

OUR EXPENSIVE CHINA LOOKS EXPENSIVE

BUT THEN, SO DOES OUR LESS EXPENSIVE CHINA

Durability is just another fact that makes even our most expensive lines a long-term bargain.

Add to all this our custom design service wherein you provide our artisans with your own unique craft or design. We'll produce it for you.

Jackson China. Expensive looking at any price and just right for your needs.

For more information about Jackson China and a free color catalog, write to Jackson China Company, 212 Fifth Avenue, New York, New York 10010. Please include your name, address, position, firm and dealer.

Jackson

Mailed June 26, 1972

Received August 5, 1972

Mail date 6-26-72
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D7-588

FOR HAUTE CUISINE OR HAMBURGERS, JACKSON SERVES YOU BEST!

Beef Wellington or beef burgers, Moo Goo Gai Pan or meat balls, there's a Jackson pattern to suit you.

Jackson has a reputation as the China for expensive haute cuisine dining. The reputation is well deserved because Jackson is acknowledged as the finest.

But that's not all Jackson is. Whatever your price range Jackson suits every dining style from Haute Cuisine to Hamburgers. Jackson is the finest China at any price.

There's a unique, exquisite, durable Jackson shape or pattern for every need. Every Jackson piece is designed and made with skill, the finest materials and loving care.

Our craftsmen hand tend each operation. They can even provide you with your own personal design. Just name it, we'll make it — a remarkable custom service.

Complete your tabletop with Jackson China. It will serve you perfectly.

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Please send me more information about fine Jackson China and a free color catalog.

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Firm_____

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Mailed June 26, 1972
Received August 5, 1972

D7/588

CORNING/PYREX
DESIGNERS SERIES
CATALOG
RCC'D 2/1973

D7/548

p. 24 INTERIORS OCT., 1973

TOPICAL TABLETOPS

SYRACUSE CHINA CORPORATION, *2900 Court Street, Syracuse, New York 13201.* Syracuse offers restaurant owners new ways of merchandising meals with topical tabletops. In designing its dishes, Syracuse found inspiration in contemporary trends.

A break-down of the brilliant hues of color TV suggested "Spectrum." It swirls concentric circles around the rims of dinner plates and saucers, and sends them straight up cups and through the center of serving dishes.

"Woodridge" takes its cue from the ecology movement and emphasizes the clean and natural. Brilliant white is rimmed with russet, earth-toned brush strokes.

Both "Spectrum" and "Woodridge" are blessed with bodies of hard-wearing, light-looking Syralite alumina. Both can be mixed or matched with solid-color Syralite holloware.

"Americana" celebrates our nation's bicentennial. Favorite Federalist motifs are patterned in a pleasing shade of blue on authentic shapes of ageless grace.

Adding a down-home feeling to it all is "Hale 'n Hearty," a footed, fluted mug with a contoured base.

Syracuse has got a great way of doing the dishes.

circle 203 on reader service card

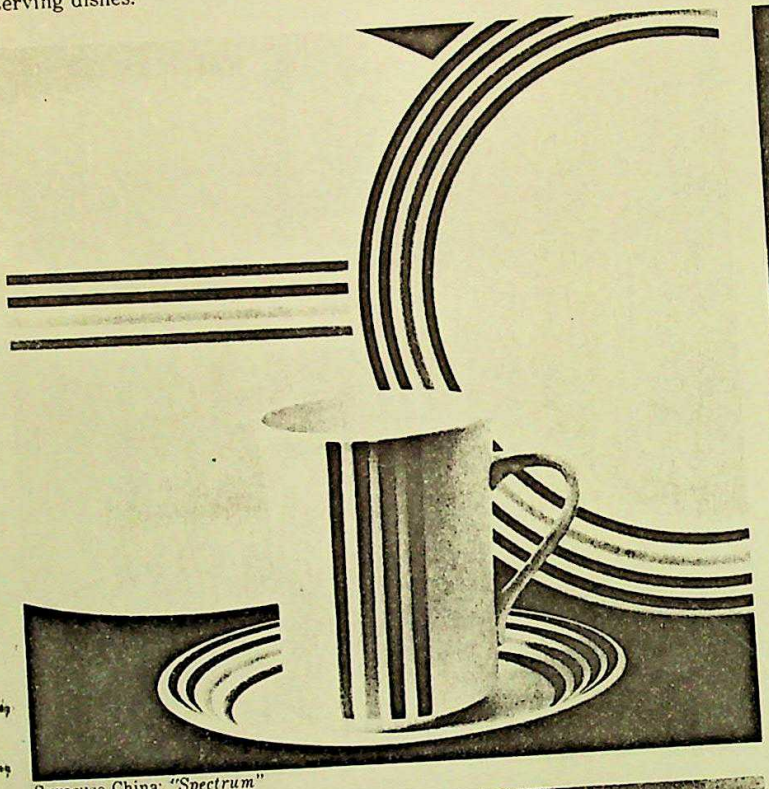
OLD FAVORITES ARE NEW

ONEIDA LTD. SILVERSMITHS, *Oneida, New York 13421,* blends American antiquity with contemporary design in a flatware pattern that would shake up the Shakers! "Modern Antiquity's" subtle lines feature a delicately slim shaft which widens into a subdued fiddleback. Its classicl simple structure of stainless steel i at home in any table setting.

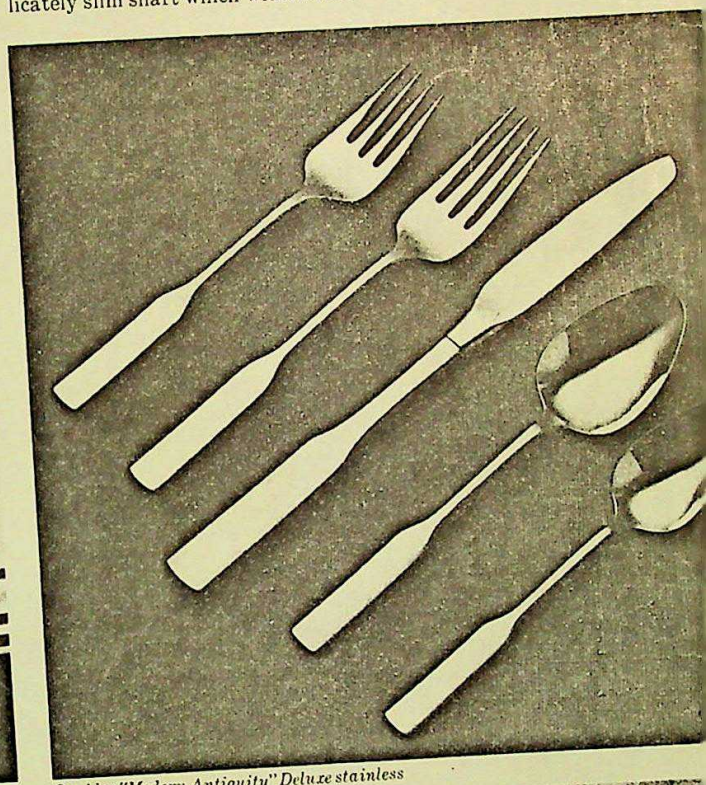
The "Post Road" collection of ho loware recaps other colonial styles i heavy-duty stainless serving piece The collection includes coffee serve ranging from 10- to 64-ounces; three-piece water pitcher, footed unfooted; 5- and 8-ounce covered a uncovered creamers; a sugar bo and 9 and 15-ounce sauce boats. pieces are available in 18/8 stainl or in silverplated stainless.

circle 204 on reader service card

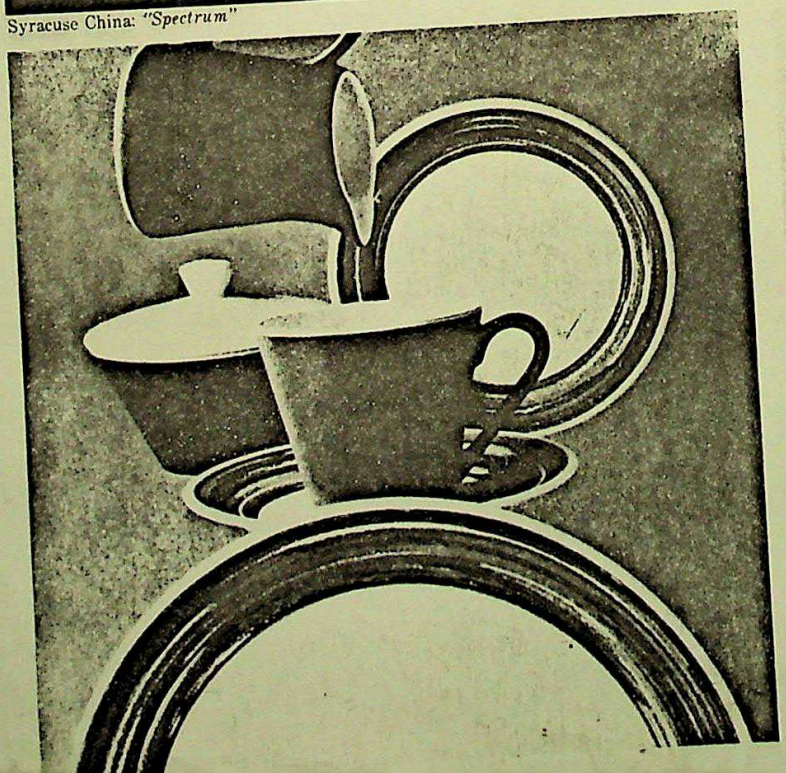
Market continued on page 26



Syracuse China: *"Spectrum"*



Oneida: *"Modern Antiquity" Deluxe stainless*



Oneida: *"Post Road" coffee servers in stainless*

CHOOSE YOUR FAVORITE SERVICE-FOR-8 PATTERN NOW...

Yours at a cost equal to 99¢ a week

A Two-Year Guarantee against breakage on every piece makes the set a joy to take care of and insures lots of good use. Andover Melamine Dinnerware is durable, damage-proof, and dishwasher-safe. Colors and patterns stay bright and clear.

For more formal occasions, here are two other beautiful patterns to choose from . . . Daisy Forest in avocado or Sunkissed in sun yellow. Either will add a special touch of graciousness to your dining. Whichever pattern you choose, you'll enjoy that special feeling of satisfaction that makes you a successful homemaker.

Andover is not just any Melamine. It is fine quality Melamine at a very special low price of just $4.29 per month (which is the equivalent of 99¢ a week).

M174

© 1974, Carol Wright Gifts

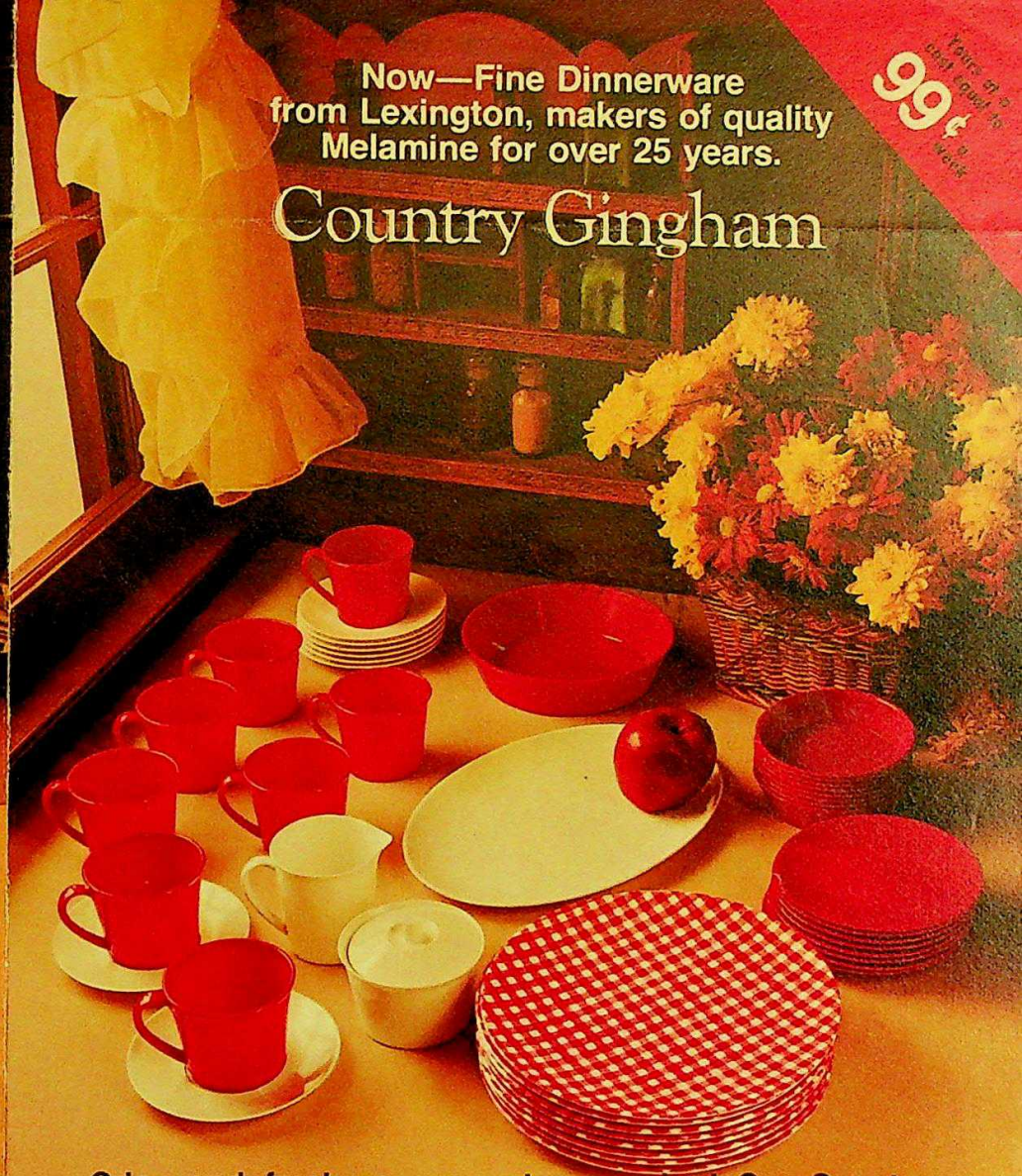
Rec'd. 7-26-74

P7-588

Now—Fine Dinnerware from Lexington, makers of quality Melamine for over 25 years.

99¢ Yours at a cost equal to a week

Country Gingham



Crisp and fresh as a country morning! Our Country Gingham Dinnerware 45-piece service-for-8 brings country sunshine right into your home... And at a cost equal to only 99¢ a week!

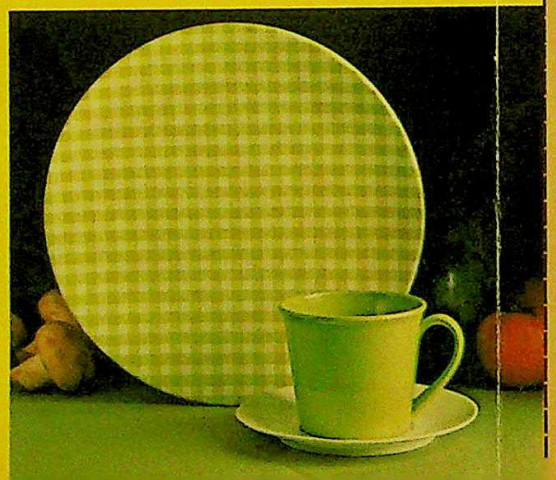
Andover Melamine Dinnerware, especially created by Lexington, is perfect for any occasion—family meals...parties...picnics. Choose the complete service-for-8 pattern that's right for you in Gingham Red, Gingham Yellow, Gingham Green, Daisy Forest or Sunkissed.

see details inside

Make Mine Country Style

There's something about Gingham that gives a warm and comfortable feeling. What better time is there to share this feeling than at mealtimes? Just having a cup of coffee, a picnic at the lake, a Sunday night supper, or a Birthday Party — anytime, anyplace, Country Gingham Dinnerware complete service-for-8 fits right in.

Country Gingham Dinnerware service-for-8 in bouncy red, sunny yellow and crisp green is yours at a cost equal to **only 99¢ a week.** Imagine! You get eight dinner plates, eight saucers, eight salad (or bread & butter) plates, eight stain-resistant cups, eight cereal (or dessert) bowls, one oval platter, one round serving bowl, a sugar bowl with cover, a creamer—**45 pieces in all!**



D7-3

Order Now! Send us a "good faith" deposit of **$1.00** and we'll rush the complete 45-piece set to you in the pattern of your choice. Use it for a full month...for parties, for those "special" dinner guests, for the family. If you're not delighted, repack everything in the carton and send it back to us. We'll refund your deposit and shipping charges. If you decide to keep the set, we'll bill you $4.29 a month (which is equal to 99¢ a week) for 4 months. (Shipping charges of $1.72 will be added to the first installment.) Full price is only **$19.88** including shipping and down payment, plus any applicable sales tax. There are no interest or carrying charges! Choose your favorite pattern now, fill in and mail the handy order coupon today!

Service-for-8! These 45 pieces—

- 8 Stain-Resistant Cups
- 8 Cereal (or Dessert) Bowls
- 1 Oval Platter
- 1 Round Serving Bowl
- 8 Decorated Dinner Plates
- 8 Saucers
- 1 Sugar Bowl with Cover
- 1 Creamer
- 8 Salad (or Bread & Butter) Plates

CAROL WRIGHT GIFTS M174
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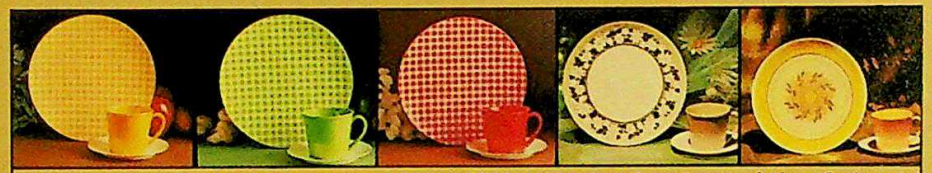

Country Gingham (Yellow)	Country Gingham (Green)	Country Gingham (Red)	Andover Daisy Forest (Avocado)	Andover Sunkissed (Sun Yellow)
☐	☐	☐	☐	☐

Send me the dinnerware set I have checked above. I enclose my "good faith" deposit of $1.00. If I am not satisfied I may return my purchase within 30 days of receipt and you will refund my down payment. If I keep the set, bill me just $4.29 per month (which amount equals 99¢ a week) for 4 months. Full price, including down payment and shipping, is just $19.88 to which applicable sales tax, if any, will be added. No finance or carrying charges!

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Address _____

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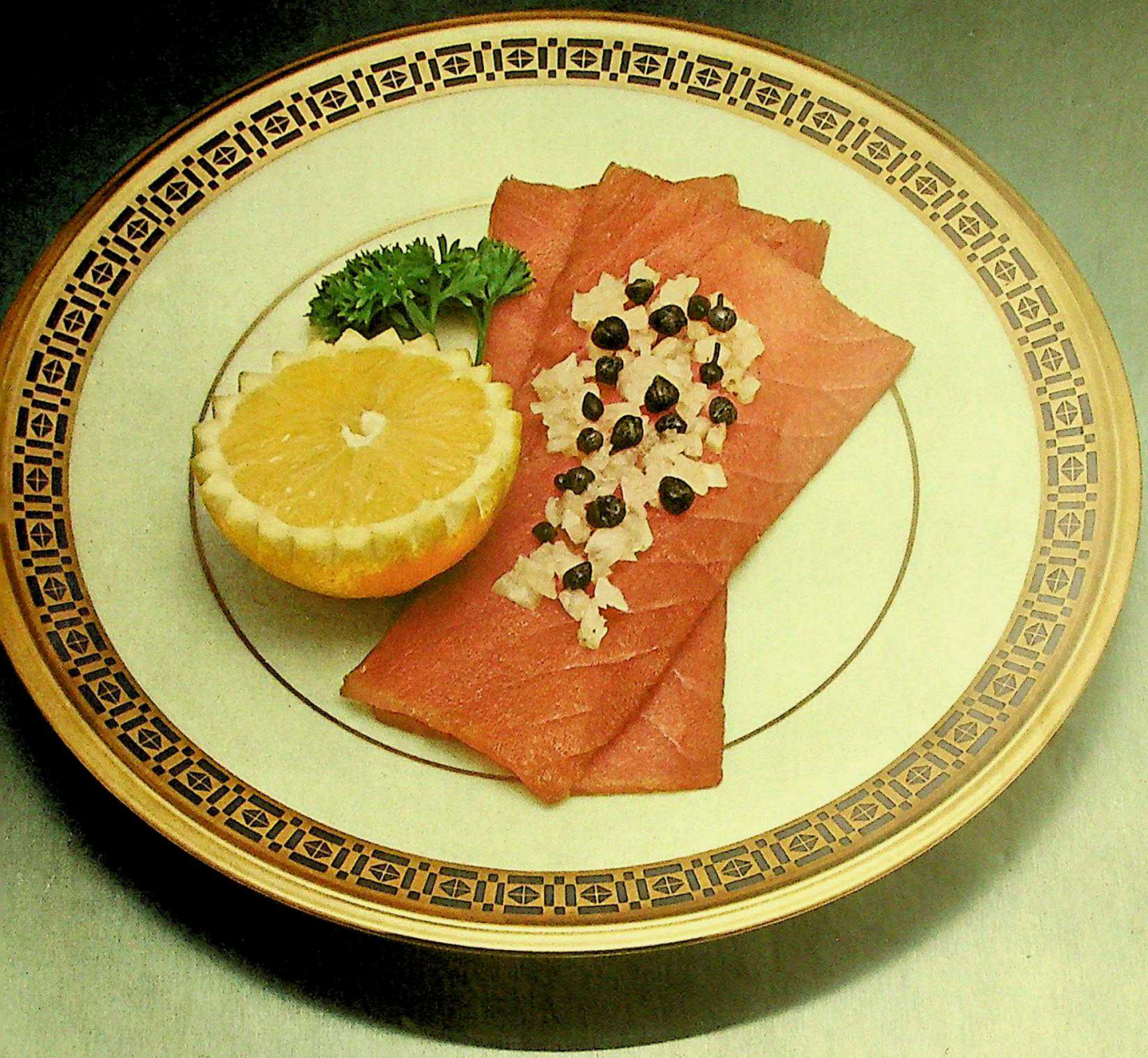
D7-588

Smoked Salmon by Lenox



GOURMET
MARCH, 1975
P. 39

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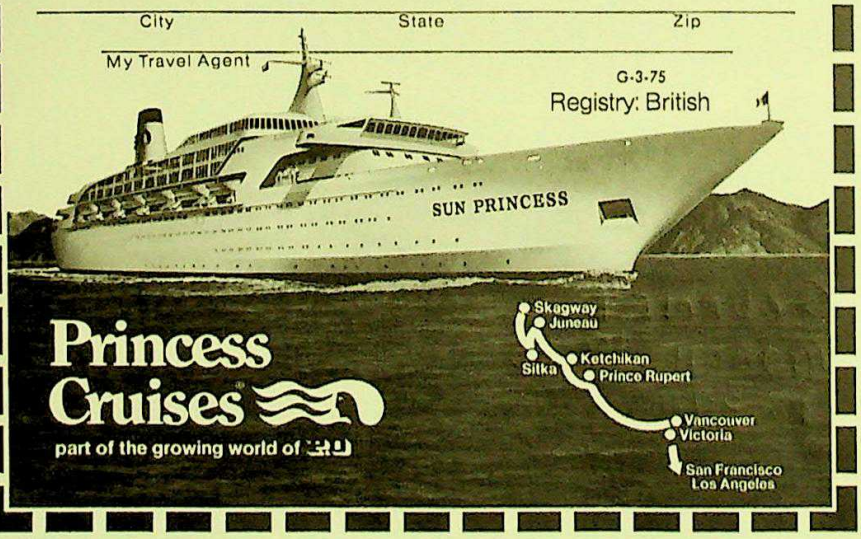
My Travel Agent _____

G-3-75



pulls away from the surface. Roll ou dough ¼ inch thick and with a flo 2½-inch cutter cut out rounds. P teaspoon red currant jelly in the ce of half the rounds and moisten the e with water. Top the filled rounds the remaining rounds, pressing the e down well. Trim the rounds with cutter and let them rise, covered, f hour and 30 minutes. In a deep frye the doughnuts in batches top side d in hot deep oil (365° F.), turning t once, until they are golden brown. move the doughnuts with a slotted sp and transfer them to paper towel drain. Sift vanilla sugar (Febru 1975), made with confectioners' su heavily over the doughnuts. Makes to 20 doughnuts.

Cheese Doughnuts

In a bowl blend 1 cup cottage che drained if necessary, and ½ cup fectioners' sugar. Force the mix through a large sieve into another b Blend in 2 egg yolks and ½ teasp each of vanilla and grated orange r stirring the mixture until it is well c bined, and fold in ¼ cup currants.

Make *Faschingskrapfen*, substitu the cheese mixture for the jelly. Ma 18 to 20 doughnuts.

Spritz Doughnuts

In a heavy saucepan bring to a over high heat 1 cup water, 1 stick cup) butter, cut into bits, ¼ cup su and a pinch of salt. Reduce the hea moderate and add 1½ cups unbleac flour all at once. Beat the mixture a wooden paddle until it leaves the s of the pan and forms a ball, transf to the bowl of an electric mixer, with the mixer at high speed beat i eggs, 1 at a time, beating well after e addition. (The batter should be enough to hold soft peaks. If it is stiff add enough of 1 more egg, bea to thin it to the proper consisten Beat in 1 teaspoon grated lemon rind ½ teaspoon vanilla, fill a large pa bag fitted with a large star tip with batter, and pipe out rings 2 inches diameter, a few at a time, on a roun buttered parchment paper, cut slig smaller than the circumference of a d fryer. Invert the rings into the f and fry them in hot deep oil (365° until they are golden brown. Remove doughnuts with a slotted spoon transfer them to paper towels to dr Roll the doughnuts in ½ cup sugar c bined with ½ teaspoon cinnam Makes about 15 doughnuts. ❖

D7/548

INNOVATIVE IRONSTONE

GIANT DEPARTMENT STORES
GIFT & JEWELRY CATALOG

REC'D.
SEPT. 4, 1976
PAGE 132

45-PC. SERVICE FOR EIGHT includes 8 each: dinner plates, cups, saucers, soups, bread & butter plates. One each: creamer, covered sugar bowl, vegetable bowl and platter. Sets go from oven to table, are dishwasher-safe.

A. "DOVER WHITE" Ironstone. Starkness and simplicity to accent with vibrant colors. 45-pc. service. Jepcor Model CW100.
6501308$6000.....*Your Cost* **39.97**

B. "WILD SHAMROCK" Irish Erinstone. Speckled background set off by a chain of fresh-looking shamrocks. 45-pc. service. Mikasa Model T1025.
6503924$12000.....*Your Cost* **72.97**

C. "SUSSEX" English ironstone with fruit motifs on white background, gold rim. 45-pc. service. Mikasa Model R3027.
6503908$12000.....*Your Cost* **79.97**

D. "MILANO GOLD" Ironstone. Black scroll design on stunning gold background. 45-pc. service. Jepcor Model CW111.
6501316$6000.....*Your Cost* **39.97**

E. "NEW PARADISE" Ironstone features festive floral pattern on an off-white background. 45-pc. service. Jepcor Model HS280.
6501324$6000.....*Your Cost* **41.93**

F. "PICCADILLY" English ironstone. Sparkling white with border floral sequence. 45-pc. service. Mikasa Model R3022.
6503916$12000.....*Your Cost* **79.97**

G. "PETALS" Ironstone. Combines a soft spray of flowers with an off-white background. 45-pc. service. Jepcor Model HS240.
6501225$6000.....*Your Cost* **41.93**

H. "SANTA FE" Ironstone. White background beautifully banded in earth tones. 45-pc. service. Royal China Model 45/42735.
6501043$4700.....*Your Cost* **32.99**

J. "NUTMEG" Ironstone adds a spicy note to your serving. 45-pc. service. Royal China Model 45/42728.
6501001$4700.....*Your Cost* **32.99**

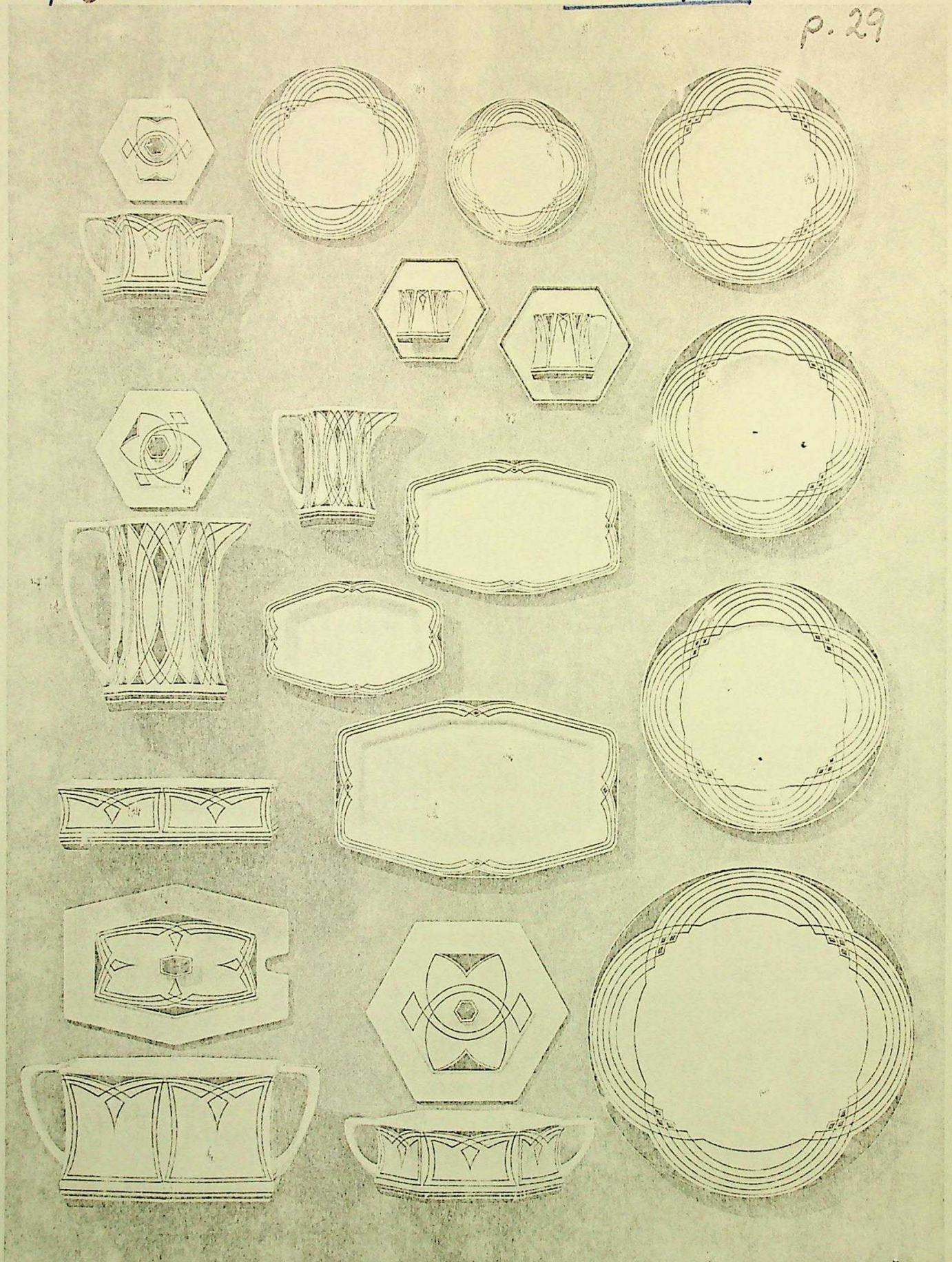
K. "CASABLANCA" Ironstone with a mosaic design in antique gold and white. 45-pc. service. Royal China Model 45/42701.
6501019$4700.....*Your Cost* **32.99**

another copy in D7/1

Einsichten
D7/588

FORM 93 1-1981

p. 29



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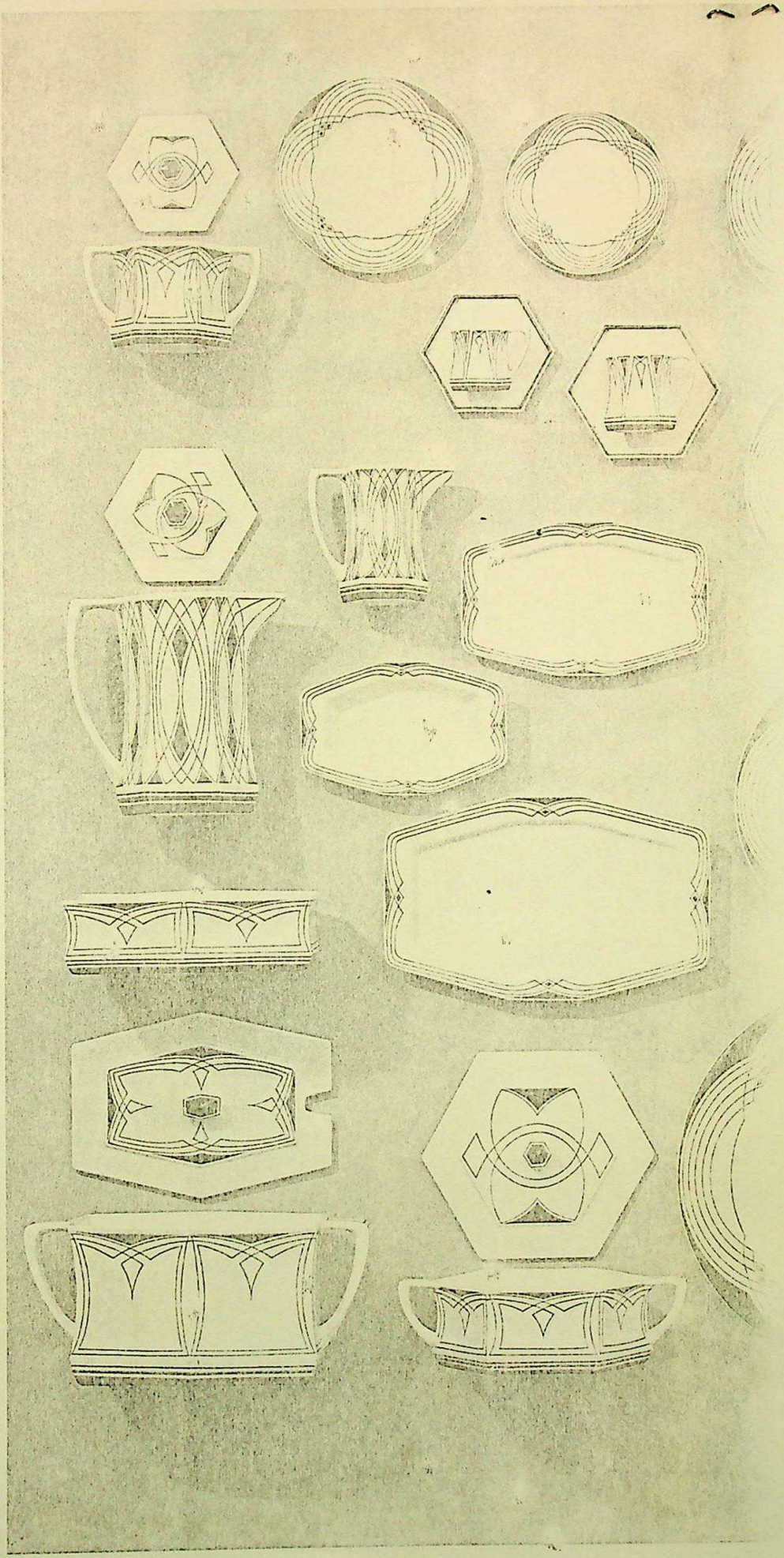
ng Seite 32

Aus dem Jahre 1900 –: Ein bogenförmiges Dekor-Service aus mehr als 100 Teilen. – Vor 80 Jahren entworfen von Peter Behrens, das Bauscher in Hellgrau, bzw. Silber als sechs- und achteckige Teile fertigte.

Das Geschirr befindet sich im Germanischen Nationalmuseum

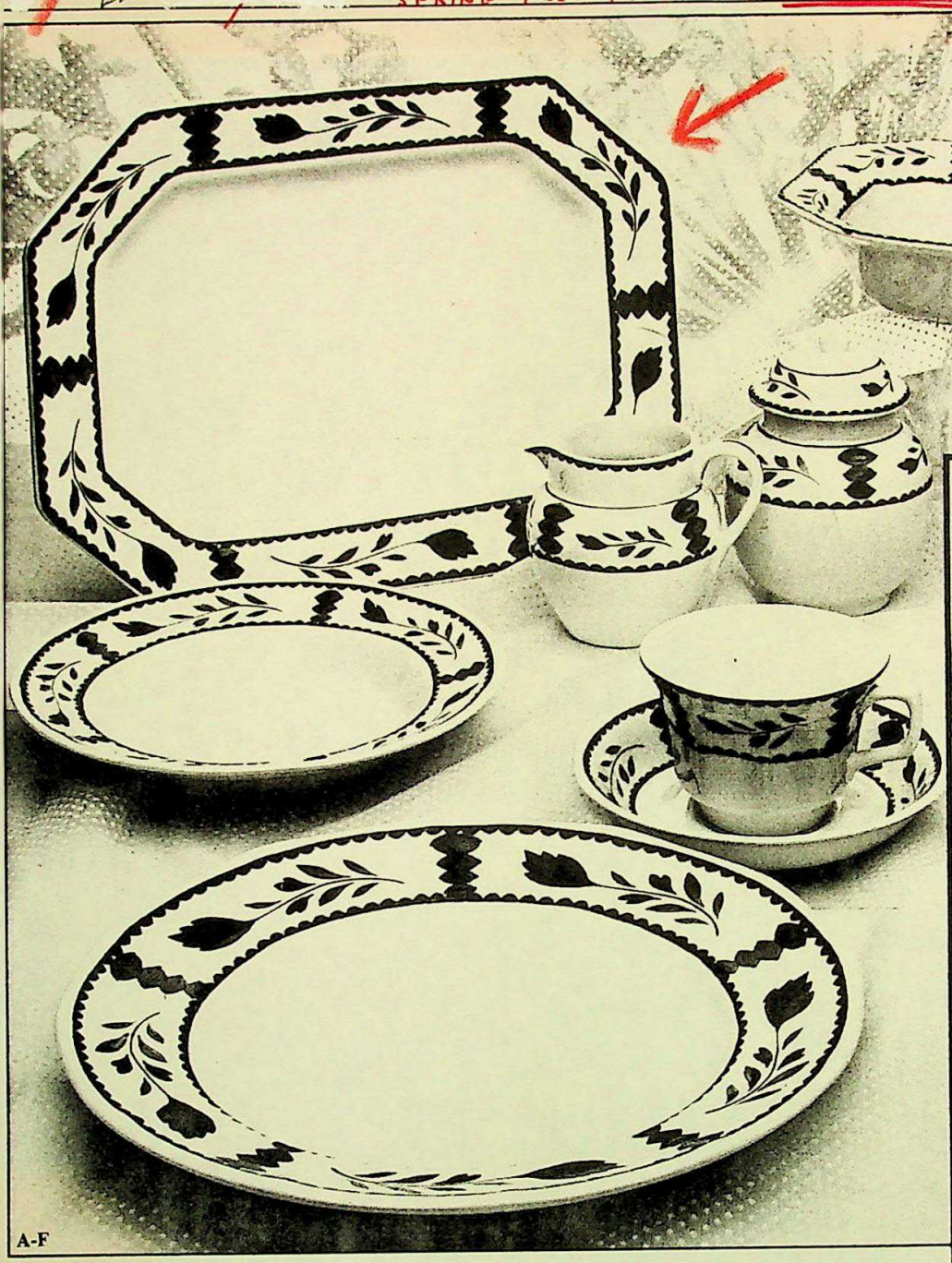
FORM 93
1-1981
p. 29



D7-548

20%-40% off classic Adams dinnerware

BLOOMINGDALE'S SPRING FLOWERING CAT. PAGE 3 REC'D. 5/4/1982



A-F

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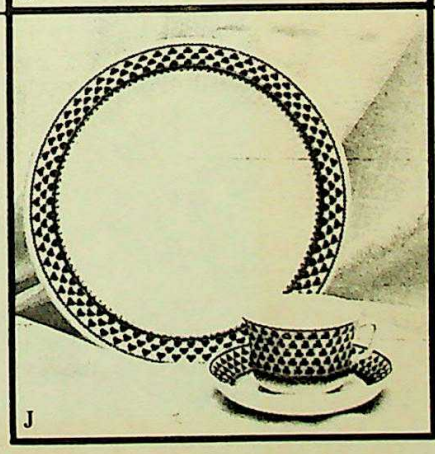

J

Traditional Calyxware ironstone from England with the delicate look of fine porcelain. But with all the practicality of everyday dinnerware that goes from microwave oven to table to dishwasher. With satiny finishes and glazes from the creamiest white to the most subtle Chinese blue-green. Save 40% on 5-pc. place settings of 1 each: dinner plate, bread/butter plate, salad/dessert plate, cup and saucer. Save 20% on all individual place setting and accessory pieces. Shown are four of the many Adams patterns available at similar savings.

A. Lancaster 5-pc. place setting. Reg. 50.00, **30.00**
B. 12" platter. Reg. 44.00, **35.20**
C. Open vegetable. Reg. 33.00, **26.40**
D. Rimmed soup. Reg. 15.00, **12.00**
E. Creamer. Reg. 22.00, **17.60**
F. Sugar. Reg. 35.00, **28.00**
G. Singapore Bird. 5-pc. place setting. Reg. 60.00, **36.00**
H. Lowestoft. 5-pc. place setting. Reg. 60.00, **36.00**
J. Brentwood. 5-pc. place setting. Reg. 45.00, **27.00**

Save on all Wedgwood bone china giftware, Jasperware and Peter Rabbit nurseryware during our Annual Wedgwood Spring Sale.

Received May 4, 1982 PAGE 3

BLOOMINGDALE'S SPRING FLOWERING CATALOG

D7-588

AUG. 29, 1984
RESTAURANTS &
INSTITUTIONS
PAGE 89

Our strength is equaled by our beauty

New Crown Rego,™ made for restaurants and hotels, is solid and strong. But it will dazzle your restaurant in unforgettable style.

Tea, pictured center, brings romance to every table in deep, captivating pastels. Bountiful, left, with trellis and bouquet, lends a sophisticated air. Set a tone of refinement with classic Gold Band. Its lustrous border of thick, rich gold complements the finest cuisine.

The Crown Rego body is strong: Refined clays have been specifically chosen for maximum strength. Each piece is fired at critical temperatures assuring durability.

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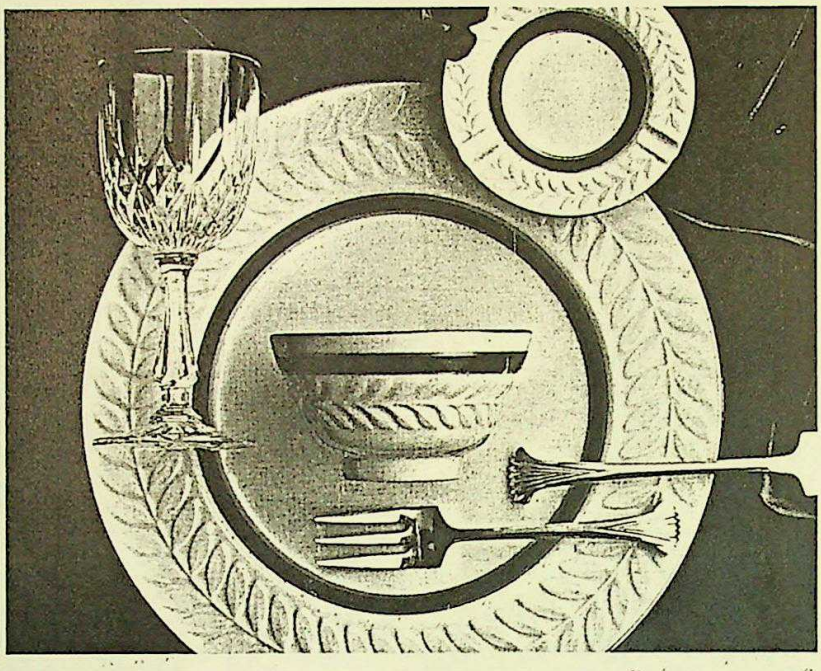
D7-588

Page 58
FEB., 1986

Operators who needed china that would work in banquet and dinner settings chose simple patterns.



A Shamrock Foods salesman specified Shenango's Ascot pattern into the Pioneer Hotel Casino in Laughlin, Nev.

room. It looked expensive and was easy to replace. "They took one look and were sold," says Eyestone. When a competitor brought in other samples, however, the spell was broken.

The competitor inexplicably dropped out of the picture, and Eyestone got the order. The restaurant uses entree plates, salad plates, bread and butter dishes, and cups and saucers. The owners have on order a custom service plate, the Ascot pattern's border with the restaurant's logo in the center.

The glassware, creamer and sugar bowl are Anchor Hocking's Wexberg pattern, the flatware, a stainless steel Towle pattern called Boston Shell. Brandware gooseneck coffee and tea pots are the only pieces of holloware. Anchor Hocking bud vases decorate the tabletop.

Jerry Hyman and Richard Benson, both of United Restaurant Supply, North Smithfield, R.I., sat back and waited while their customer decided between an all-white plate and one with border treatments.

The customer was Richard Barrett, owner of Barrett's on Boston Harbor, Boston. The upscale restaurant can seat 300 for dinner and 300 for a banquet.

"He wanted white, something he could use for banquets, but a step above plain white." The two salespeople showed Barrett six settings before he decided to decide between plain white and a decorated border.

Barrett finally decided on Syracuse's Oyster Bay pattern, a white plate with an embossed border. China items on the table include a bouillon, soup bowl, tea cup and saucer, 4-inch, 5-inch and 8-inch plates, fruit bowl, and great plate.

The glassware is Libbey's Embassy pattern, and the flatware is the full line of World Tableware International's stainless Resplendence pattern. Sugar packet holders from Rego, Anchor Hocking bud vases, and Libbey ashtrays finish the tabletop.

Taking a small budget and creating a million-dollar look is one of tabletop designing's biggest challenges. That challenge faced Marvin Page, Shamrock Food's equipment and supplies specialist in Tucson, Ariz., as he designed the tabletop for a Quality Inn restaurant in Sierra Vista, Ariz.

The restaurant is unusual for its location, says Page. Much of its business comes from an Army intelligence base located about 80 minutes away. "They serve a lot of seafood, a rack of lamb, a tomato-based seafood chowder." Dinners average $50 without wine, according to Page. (The restaurant's food account also belongs to Shamrock.)

Since the restaurant is the only upscale one for miles around, the owners, with whom Page had never before worked, wanted something nice-looking, durable and inexpensive.

One of the partners in the hotel, Douglas Mikus, and the chef responded well to Brand's simple Viceroy pattern, and bought all the standard pieces in the line, along with an English-made glassware, Denby, and Brand's Coral stainless flatware pattern. Some Bel-Terr holloware is used for special occasions.

Crisa glass facet-cut salt and pepper shakers decorate the tables. The walnut-grain tables at the 90-seat restaurant are left bare at lunch. At dinner, they're covered with French vanilla-colored tablecloths and hunter green or mauve napkins.

The manager of Versailles, a family restaurant in Highland, Ind., decided on a Buffalo pattern for the oldest reason around: He was familiar with the product.

Feb, 1986

D7-58

ALLEGRO

EAST MEETS WEST

APRIL, 1988
PART I

PAGE 103

Takahashi

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